



# 4 Keys to Set & Achieve ANY Goal

By Brian Tracy

# Before We Get Started...

- ✓ Type your name & where you're from in the chat to say hello!
- ✓ Make sure you are distraction-free
- ✓ Shut off notifications & messenger programs
- ✓ Grab a pen and paper
- ✓ Let's get started!



# What You Will Learn Today

I promise that over the next hour, I'm going to reveal to you **4 key elements of mindset mastery necessary for goal-setting success.**

I will show you the exact teachings I've not only used to set and achieve goals for myself, but also to instruct others on achieving the lives they're capable of creating for themselves.



You Must Become A  
Continuous Goal Setter





If I promise to give you  
**GREAT CONTENT**

Do I have your permission to take 10  
**minutes** to give you a fantastic offer for  
you to consider at the end?

If that sounds fair, type **YES** in chat

# Your Free Gift

When you registered for this training, I promised to deliver you a free gift.

**This gift will help motivate you and keep you on track towards your goals in almost ANY situation imaginable.**

I'll reveal to you exactly what this gift is later on, as well as a link to download it.





# Another FREE Bonus for Everyone!

If you stick around through the  
**end of today's webinar...**

**You get these slides.**

## Question & Answer

I'm here in the studio and my team is standing by to help **answer questions** you have in the chat AND at the end of my presentation.

I'm going to hold a **Q&A at the end** of today's webinar. So feel free to type any questions that come up for you throughout this webinar. **My team will make note** of them and I'll get to as many as I can during the Q&A.



# Once Upon A Time...

- ☑ Didn't graduate high school
- ☑ Worked as a laborer into my 20's
- ☑ Realized I wasn't building myself a future
- ☑ Then I found a **life-changing** piece of advice...



If you want to be successful...  
**You Have To Set Goals**



# How To Set Goals...

- ✓ Take a blank piece of paper
- ✓ Write (don't type) 10 goals
- ✓ Try not to lose your list of goals



# Within 30 Days...

- ✓ Income went up 4X
- ✓ Went from sleeping on friends floor to renting my own apartment
- ✓ Got a new job and earned more money
- ✓ Got better clothes
- ✓ Started to achieve all of the 10 goals!

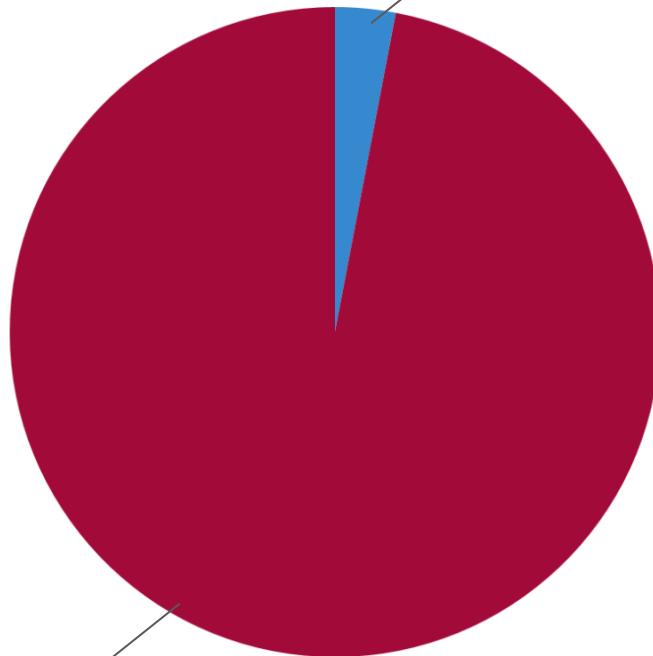
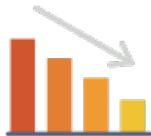


Ability to Set and Achieve Goals is the  
**Master Skill of Success**



**97%**

fail to set and achieve goals



**3%**

have written goals

Earn ten times as much



## By Setting Clear Goals...

- ✓ You trigger all kinds of ideas and insights that will help you achieve your goals.
- ✓ You become more positive, optimistic and confident.
- ✓ You gain an increase in self-esteem, self-respect and personal pride.
- ✓ You feel like a winner and you eventually become unstoppable.





**Do you want to learn how to  
effectively set goals and unlock  
these feelings of confidence and  
success in your own life?**

Type **YES** in chat

*I want to make sure you all are energized and really  
ready to change your lives.*

# 4 Keys to Set & Achieve ANY Goal

- ✓ Key 1 - Overcome the Fear of Change
- ✓ Key 2 - Find Your Area of Excellence
- ✓ Key 3 - Create Balance in Your Life
- ✓ Key 4 - Determine Your Major Definite Purpose





# Key 1

Overcome the Fear of Change



# Overcome the Fear of Change

- ✓ Most people **FEAR** change
- ✓ Setting goals allow you to **control** the direction of change
- ✓ No one is afraid of **positive** change
- ✓ You must take **full responsibility** for your own life



# **“I Am Responsible!”**

It is only when you **assume responsibility** for your actions, your decisions and your life in general that you will be able to **develop the courage** to overcome the fear of change and proactively change the direction of your life.



# The Worry Buster



# The Worry Buster

## Step 1

*Define the problem or situation you are worrying about clearly in writing.*

- Ⓐ Take a pad of paper and draw a line right down the middle.
- Ⓐ **Left Side:** “What exactly am I worrying about?”



# The Worry Buster

## Step 1

*Define the problem or situation you are worrying about clearly in writing.*

- ✓ Take a pad of paper and draw a line right down the middle.
- ✓ **Left Side:** “What exactly am I worrying about?”

## Step 2

*Write out the worst possible outcome of the worry situation.*

- ✓ **Right Side:** “What is the worst possible thing that can happen as a result of this problem?”



# The Worry Buster

## Step 3

*Resolve to accept the worst possible outcome, should it occur.*



**Just say to yourself**, “Well, if it happens this way, I’ll learn to live with it.”



# The Worry Buster

## Step 3

*Resolve to accept the worst possible outcome, should it occur.*



**Just say to yourself**, “Well, if it happens this way, I’ll learn to live with it.”

## Step 4

*Begin immediately to improve upon the worst.*



Once you have resolved to accept the worst, should it occur, the next step, and the most important step in this process, is to think of everything that you could possibly do to make sure that the very worst does not occur.



**“The best way to confront what could change or go wrong, and get the courage to begin is to plan and prepare thoroughly in advance.”**





## Action Exercise: *The Worry Buster*

What are you worried about? Afraid of?  
What is holding you back?

Type your answer into the chat now!



# Key 2

Find Your Area of Excellence



To be clear, **every person has the ability to be excellent in one or more areas.**



# Determining YOUR Area of Excellence

- ✓ One of the greatest responsibilities of your life.
- ✓ You must put your whole heart into it.
- ✓ You must be fully committed to becoming excellent in your area.



# Story of Itzhak Perlman



**Admirer:** “I’d give my life to be able to play the way you do.

**Itzhak:** “I did.”



That's because in the absence of a commitment to excellence, you will simply default to **mediocrity**.



# The Great Tragedy

- ✓ The bottom 80% of people are good at nothing. And it's because they **don't commit to their area of excellence**.
- ✓ They can be easily replaced at their workplace.
- ✓ Their insecurity doesn't allow them to see how much better they can be at what they do if only they committed to excellence.
- ✓ This behavior stops them from getting ahead financially.



Which of these two groups would YOU  
like to belong to?



## Example in Excellence

The most efficient **bellhop** at the Ritz Carlton in Naples, Florida.



# Excellence

**Not Committed**

Default to mediocrity, which leads to low self-esteem and financial insecurity for the rest of your life.

**Committed**

You'll feel better, which leads to becoming better at what you do, and leads to higher confidence and self-esteem.



# Acres of Diamonds Principle

A man who went out looking for great fortune all over the world, only to find that his own house was situated on top of acres of diamonds. What this parable expresses is that **your greatest opportunities may be right in front of you**, even if they don't initially look that way. To you, they may just look like hard work.





## Action Exercise: *Find Your Area of Excellence*

1. What are you good at?
2. What do you like doing?
3. What are the great needs and problems you see around you?

Write your answers down now!

# Apple Inc.

The Apple corporation once held just 3% of the computer market, while Microsoft held 90%.

Steve Jobs, noticed an amazing opportunity disguised as hard work no one else saw or cared to work on: while other companies focused on improving portable cassette and CD players, no one thought about creating a portable digital music player.

**Steve Jobs saw the iPod as the diamond in the rough.**

Today, Apple is one of the most valuable companies in the world - all because Steve Jobs noticed a great need in the world around him, and worked relentlessly to address it.





# Key 3

**Create Balance in Your Life**

The most successful people out there work, work, work.

While this helps them stay wealthy and successful, it interferes with other needs that also need to be fulfilled. For example: leisure time, time with their family, their spouse, and traveling.

**You must learn how to balance your goals along with all your other needs**, whether they're personal, family, or recreational.



**Remember:** a major reason you'd like to achieve all your goals is to **fulfill yourself.**



Simply getting better in **one goal area** or learning **one new skill** can lead to drastic results for the rest of your goals.

In many cases, **you're just one new skill away** from doubling, tripling, or even quadrupling your performance and output.





# Key 4

**Determine Your Major Definite Purpose**

# Ball-Carrier Goal

In many sports, whoever carries the ball determines the outcome of the game. Discovering what your “ball carrier goal” is will determine how everything else you do will lead you to it.

Studies have shown that wealthy people who started out with nothing became wealthy because they first selected one, major definite purpose on their way to wealth.

Once you’re clear about your one major goal, the universe will line up to ensure you achieve it.



You may ask yourself:  
“What if I have many major definite purposes?”

To that, I answer:  
“Well, can you ride multiple bicycles simultaneously?”



## Discipline Yourself to Focus



## Question:

Do you know what happens when you're passionate about and totally fascinated by one major goal?

## Answer:

You'll naturally begin achieving all your other goals!



Just as the ball carrier of a team moves ahead,  
so does the rest of his team.

All your other goals move ahead just as the ball carrier moves ahead, so selecting this one goal is one of the most important responsibilities of your adult life.



This goes hand in hand with another invaluable key I spoke about earlier: **discovering your area of excellence.**

You must find out what you're good at and select your **major definite purpose**, that one major goal that'll have the biggest positive impact in your life.

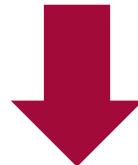


Your major definite purpose goal must  
**incredibly specific.**



# Example

“Change the world.”



“Change the world by raising a million dollars for the homeless.”



# Let's Recap The Four Keys

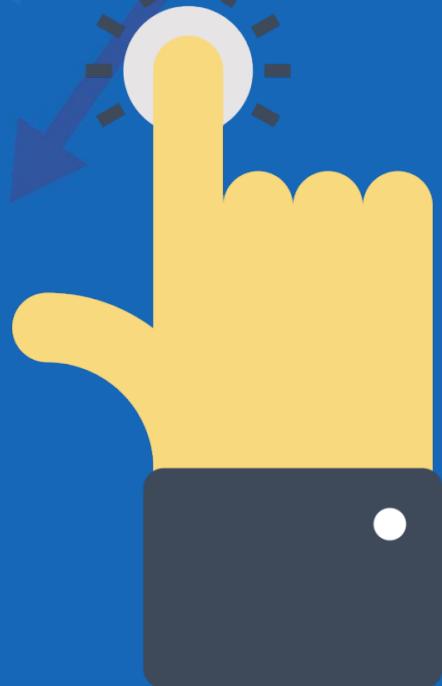
- ✓ Overcome the Fear of Change
- ✓ Find Your Area of Excellence
- ✓ Create Balance in Your Life
- ✓ Determine Your Major Definite Purpose



# Just Remember A-B-C-D

- A. Find Your **Area** of Excellence
- B. Create **Balance** in Your Life
- C. Overcome the Fear of **Change**
- D. Determine Your Major **Definite** Purpose





**What's one thing you're  
going to do today as a  
result of what you learned?**

**Share in the chat**

This is the end of the training...

**BUT DON'T WORRY!**

We still have lots of information to cover in the Q&A





# **DID I EARN THE RIGHT...**

to spend 10 minutes talking about one of  
my most influential personal achievement  
courses I've ever put together?

Type **YES** in the chat

In 2011, I hosted a live 3 day event in San Diego, California called **The Power of Personal Achievement.**





Introducing:

# The Power of Personal Achievement

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## Home Study Course



# The Power of Personal Achievement - Home Study Course

- ✓ Lesson 1: **The Psychology of Achievement** — equip yourself with sharp skills, fresh ideas, more drive and new techniques to get an edge on the competition as you achieve your goals.
- ✓ Lesson 2: **Seven Mental Laws** — understand and live in harmony with these laws and you control your way of thinking, your expectations, and ultimately, your circumstances.
- ✓ Lesson 3: **Unlocking Your Potential** — 85% of your success is determined by your attitude. Don't leave this to chance! Get the strategies you need to improve your attitude and increase your capabilities.



# The Power of Personal Achievement - Home Study Course

- ✓ Lesson 4: **Your Subconscious Powerhouse** — discover the functions of and relationship between your conscious mind and your subconscious mind, and greatly exceed your previous levels of accomplishment.
- ✓ Lesson 5: **Taking Charge of Your Life** — accept the fact that you're the architect of your destiny, take responsibility for your life, and you're on your way to achieving your full potential.
- ✓ Lesson 6: **Eliminating Negative Emotions** — negative emotions are the main obstacle to your happiness — and the great aim in life is to be happy. Discover how to eliminate negative emotions so you can move forward without hindrance.



# The Power of Personal Achievement - Home Study Course

- ✓ Lesson 7: **Releasing Your Brakes** — discover the root of your negative emotions so you can effectively eliminate them, permanently.
- ✓ Lesson 8: **The Worry Buster** — worry is negative imagination, and it causes stress and anxiety that can stop you from taking risks necessary to your accomplishing your goals. Fortunately, worry is a conditioned response, and you can learn to stop it.
- ✓ Lesson 9: **Programming Your Mind for Success** — if you want to make a change in who you are, you first must change your self-concept. When you do, success becomes automatic.



# The Power of Personal Achievement - Home Study Course

- ✓ Lesson 10: **Changing Your Self-Concept** — once you've clearly identified who you really want to be, you can take steps to change your self-concept — and yourself.
- ✓ Lesson 11: **The New Mental Diet** — everything you allow to influence your thinking affects your subconscious mind, and therefore your potential and results.
- ✓ Lesson 12: **Software for the Brain** — your most precious resource is time, and now that you're aware of the need to change your thoughts, you may be anxious to make the changes quickly. Formatting your brain with new software allows you to do so automatically.



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- Lesson 13: **Rapid Learning Techniques** — consider that the average person uses less than 10% of his or her thinking capacity. Your potential is limitless! Your intelligence is not a matter of IQ, but a matter of the way you think and act.
- Lesson 14: **Keys to Goal Setting** — the master skill of success is the ability to set goals and to create action plans for the accomplishment of those goals. Discover the secret of intense goal orientation and reap the results.



# The Power of Personal Achievement - Home Study Course

- Lesson 15: **The Seven Step Goal Setting Process** — your ability to effectively set and achieve goals will help you achieve greater success and happiness, more than any other skill you can learn. Master it!
- Lesson 16: **Your Personal Mission** — without a personal mission, the direction of your energy and resources lacks the focus you need to move forward. A personal mission provides higher meaning and purpose to your life. Define yours and gain momentum!



# The Power of Personal Achievement - Home Study Course

✓ Lesson 17: **Your Superconscious Mind** — your superconscious mind is connected to what humans, over the centuries, have referred to as the Collective Unconscious or the Infinite Intelligence. It's the source of inspiration, motivation, enthusiasm, insights, creativity and brand new ideas that come into the world. Tap into it for unparalleled success.

✓ Lesson 18: **Time Management Strategies** — successful people assert control over their lives by practicing good time management skills. They achieve more than the average individual simply because they use their time effectively. How much time are you wasting? Find out, and you'll be amazed at how much your productivity increases.



# The Power of Personal Achievement - Home Study Course

- Lesson 19: **Understanding the Mind-Body Relationship** — at least 80% of all the ailments we suffer are psychologically caused — disguised as “stressful situations,” our reactions to certain events can cause stress or tension that lead to more serious problems. Eliminate the expression of negative emotions.
- Lesson 20: **Eliminating Stress and Tension** — identify the conditions that predispose you to being negative, and you’re much more able to eliminate them and maintain a high quality of inner peace — which in turn leads to more success and higher levels of achievement.



# The Power of Personal Achievement - Home Study Course

- ✓ Lesson 21: **Developing a Healthy Personality** — your social intelligence (your ability to get along with others) is the single most valuable asset you have. Develop a success-oriented personality and build a group of raving fans who are delighted to help you reach your goals.
- ✓ Lesson 22: **Building Superior Relationships** — the power of love is enormous; in fact, everything we do in life is either to get love, or to compensate for the lack of love. Discover what exactly makes a successful relationship, and how to achieve it.



# The Power of Personal Achievement - Home Study Course

- Lesson 23: **How to Raise SuperKids** — by raising your children to be self-reliant, self-responsible, and capable of making their own decisions, as well as to love and respect themselves, you achieve a level of success unmatched by any other accomplishment.
- Lesson 24: **Finding True Purpose in Life** — when you discover and live your true purpose in life, you become truly loving, and you're drawn toward your mission and your area of service. The result: complete personal fulfillment.





# BONUSES

# The Power of Personal Achievement - Home Study Course

## BONUSES

-  Bonus 1: **Fully Comprehensive Workbook** - This workbook is designed to guide you through the 15 hour of instruction in my Power of Personal Achievement Home Study Program and includes action exercises to help solidify the teachings.
-  Bonus 2: **Standard Affirmation Technique Worksheet** - This new worksheet will help you identify affirming exercises for your goals, and comes with a printable card so you can practice them on the go.



# The Power of Personal Achievement - Home Study Course

## BONUSES

-  Bonus 3: **The Power of Charm Audio** - This fast-paced CD audio will teach you how to become the most charming person you know. Learning how to “charm” people will help open doors you never knew existed.
-  Bonus 4: **Activating the Power of Charm Worksheet** - A “cliff notes” worksheet to help immediately activate the power of charm.
-  Bonus 5: **Eat That Frog** - My internationally renowned book on productivity - Learn 21 great ways to stop procrastinating and get more done in less time



# The Power of Personal Achievement - Home Study Course

## BONUSES

-  **Bonus 6: Maximum Achievement Affirmation Audio** - You'll learn to access the power of positive thinking with these subliminal messages for stress management and total relaxation.
-  **Bonus 7: Goals Mastery for Personal and Financial Achievement** - A four hour bonus course to further your goal setting skills.



## To Summarize

- ✓ Power of Personal Achievement Home Study Course - \$2,000 Value
- ✓ 7 bonuses including **exclusive** worksheets and access to Goals Mastery for Personal and Financial Achievement - nearly \$1,000 Value

**Total Value: \$2,862**  
Yours today for only...

**\$997**



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- ✓ Power of Personal Achievement Home Study Course - \$2,000 Value
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Total Value \$2,862  
Yours today for only...  
**BUT WAIT!**  
**\$997**



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**-\$500 OFF TODAY**

Yours for only

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## Question:

I'm not sure what my **major**  
**definite purpose** is... How can I  
get started in discovering it?

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## Question:

You said I should work towards my major definite purpose every day... How can I make sure I **stay accountable** to doing something every day?

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## Question:

I get so overwhelmed when I think of everything I want to accomplish, and **it makes me negative and unmotivated.** How can I get over this mental block?

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## Question:

I'm a really busy person and struggle to stay organized. What **tools do you recommend** for staying organized and managing my time while achieving my goals?

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## Question:

I have a couple goal-setting CDs, what makes the **Power of Personal Achievement** course different, and why should I buy it today?

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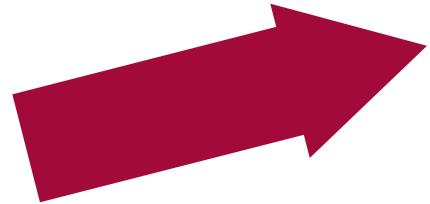
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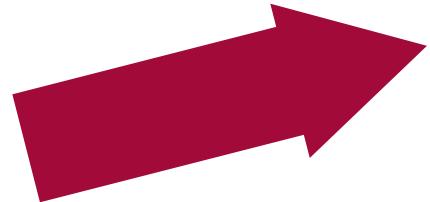
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A scenic mountain landscape serves as the background for the text. In the upper right, a person in outdoor gear stands on a rocky outcrop. The foreground is dominated by a large, rugged mountain face, with a smaller peak visible in the background under a clear blue sky.

Thank you for attending  
**Today's webinar!**